

Level

Tier

Scope

Service

County, Unitary

Trading Standards

East Sussex
County Council



Friends against Scams

Characteristic(s) / CSF(s):
Use of Digital and Technology
Managing Expenditure



Problem and Approach

- Friends Against Scams (FAS) is a National Trading Standards (NTS) Scams Team initiative, which aims to protect and prevent people from becoming victims of scams by empowering communities to “Take a Stand Against Scams”.
- FAS has been created to tackle scams awareness by providing information about scams and those who fall victim to them. This information enables communities and organisations to understand scams, talk about scams and cascade messages throughout those communities. FAS encourages communities and organisations to take the knowledge learnt and turn it into action, raising awareness of the impact of scams and helping people recognise the signs that someone might be at risk.

Outcomes

- Currently there have been
- over 36,000 Friends recruited with a target of One Million by 2020.
- 790 SCAM champions,
- 23 organisations and
- 89 SCAMBassadors.
- 98% of participants now have the knowledge
- to talk about scams
- 97% of participants now know how to identify a scam

<https://www.friendsagainstscams.org.uk>



The public sector transformation partner